

## **MEMORANDUM**

**TO: JOHN ARCHER FOR CONGRESS  
NATIONAL REPUBLICAN CONGRESSIONAL COMMITTEE**

**FROM: BRIAN C. TRINGALI  
B.J. MARTINO  
KATHERINE SNEDIKER**

**RE: SURVEY SHOWS LOEBSACK VULNERABLE**

**DATE: JULY 10, 2012**

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The Tarrance Group is pleased to present the following findings from our latest survey of voters in Iowa's new Second Congressional District. The Tarrance Group was commissioned by the Archer for Congress campaign and the National Republican Congressional Committee to conduct a telephone survey of N=400 registered "likely" voters in the newly formed district. A random sample of this type is likely to yield a margin of error of  $\pm 4.9\%$  in 95 out of 100 cases. Responses to the survey were gathered June 25-27, 2012.

Despite the fact that Loeb sack has represented a majority of these voters in the past, his measures of incumbency are low. More importantly, his position on the ballot is below 50%. More than a third of the voters are unsure about whether they approve of Loeb sack's performance in office – and this is the wrong political environment for that. Only a third (33%) would re-elect him today, while (38%) of voters indicate they think it's time to give a 'new person' a chance. At 48%, Loeb sack is merely 5 points ahead of his challenger on the ballot (the margin of error for the survey).

It is worth mentioning that this survey was in the field prior to the Supreme Court ruling on the President's health care law. It is certainly possible that Congressman Loeb sack's position has eroded in the interim. Even without this, Loeb sack should be on the list of the more vulnerable Democrat incumbents this cycle.

### Congressional Ballot

Archer	43%
Undecided	10%
Loeb sack	48%

### Loeb sack Job Approval

Approve	43%
Unsure	35%
Disapprove	23%

### Loeb sack “Soft” Re-elect

Deserves re-election	33%
Unsure/depends	29%
New person	38%

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